STAGE IT! SELL IT!
KELLY GARGIULO
ASSOCIATES

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About Kelly Gargiulo & Associates

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Serving the greater San Francisco East Bay area specializing in Concord, Lafayette, Moraga, Orinda, Danville, Walnut Creek, Alamo, and the surrounding areas.

My philosophy about real estate is that I am here to help two parties (buyer and seller) find each other and complete a transaction with a minimum of fuss and headache. I am an advocate for my clients. My job is to obtain the best price, terms and conditions for MY client, not to worry about the other parties' preferences or feelings. But, I find that real estate transactions are far more satisfying to both parties when closing is a pleasant experience for everyone.

It takes a TEAM of Professionals working together with your Realtor. Over the years, I have compiled a team of excellent Lenders, Appraisers, Escrow Officers, Contractors, Stagers, Home Inspectors & Pest Inspectors. All share the same customer service values, work ethics & standards of excellence that I do. Each performing a different scope of work, but all holds equal importance in the process of Purchasing & Selling Real Estate.

Keeping an edge on the ever changing market is key for my client's success. I continually educate myself on the changes in the industry and study the current market conditions so I can better assist my clients. Real Estate is the most challenging job I have ever had and I wouldn't dream of doing anything else – I am passionate about my profession. My strong foundation of values, honesty, dedication, excellence and positive attitude are the basis for my success as a Realtor. The majority of my business stems from the referrals of satisfied clients, friends & family. It is the greatest compliment when a client refers another to your services. I ensure that they will receive the same incredible service & experience.

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What is Staging?

What is Home Staging?

The definition of home staging is the act of preparing a home (and the contents of the home) for sale, with a special emphasis on presentation and appearance. It's also about telling the story of how the homeowner can use the space.

Preparing a home for sale and staging a home is not the same thing, but in a way, it has the same goal. Doing the deep cleaning, decluttering, and purging is the first step to selling, no matter if you are having the home professionally staged or you are staging it yourself.

Every home has features and a specific layout or flow from room to room. Staging can help accentuate the features and tell a story of how each room can be used creating a flow that makes sense to the potential buyer.

The goal of home staging is to improve the home's appearance in the eyes of potential buyers, with the ultimate goal of selling the home more quickly and for the highest possible price. With home staging you should be able to present your house in a way that appeals to the largest possible audience.

First Things First...

Before staging can begin, you have to start with the basic preparation to sell any home:

- ✓ Clean everything, even baseboards, make it sparkle and shine.
- ✓ Put personal photos and family memorabilia into storage
- ✓ Declutter every room,, surfaces, furnishings, closets and garage.

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Benefits of Staging

Benefits of Home Staging?

In a buyer's market, you will need every advantage you can get in order to sell your home for a price that reflects the home's value, so staging your home is very important. In a seller's market, staging is important because it not only can help you achieve a quick sale for the maximum sale price, but in this fast market, you will be ahead of the game with the packing and items in storage ready for the move! Regardless of what kind of real estate environment you are in, staging is a wise choice.

There are several benefits to staging:

- ✓ Staging makes you to think like a potential buyer who is going to be looking at your home. It gives you a great perspective that can help you prepare.
- ✓ Staging makes you to declutter and get organized. Every inch of the home should be staged, even cabinets, drawers, closets, and pantries. The home should appear as though it has ample space and storage.
- ✓ Staging can increase the likelihood of a sale. When buyers can look at a home and picture themselves living there rather than the family who does live there, they are more likely to want to purchase if they otherwise love the home.
- ✓ Staging can reduce the days on market, by helping the home sell faster. When you reduce the time on the market, it's less likely that the home will sell for a lower price than the list price.
- ✓ Staging a home can get more potential buyers into the home with a good first impression. If a home shows well, more Agents will want to show the home to their clients, and therefore, increase the traffic of buyers.

Have fun with it. Yes, its work, but it can also be exciting to see your home looking its best, so enjoy the process!

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Staging Your Home

Stage It, Sell It, Profit!

Turn on any popular home network on cable TV and you'll find a program on staging.

Re-arrange your furniture, pick a soothing color palette, clear out the family photos, and your home will sell faster, and for more money. Sound too frou-frou to be true?

It's not! The soft and decorative side of staging is backed by hard facts.

Part 1.
Staging the Exterior and Curb Appeal

Part 2.
Staging Your Entryway and Living Room

Part 3.
Staging Your Kitchen and Dining Area

Part 4.
Staging Your Bathrooms for Function

Part 5.
Staging Bedrooms and Closets

Part 6.
Staging Your Garage and Storage Areas

The decor you purchase to stage your home will be well worth the investment, plus you can take it with you to your next home.

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Part 1. Curb Appeal

Exterior and Landscaping

When potential buyers pull up to the curb in front of your home, you want the home to appeal to them and have a good first impression, so they are excited to get out of the car and come inside!

- ✓ Give the exterior a good power wash.
- ✓ Clean window screens and windows.
- ✓ Power wash the decks and concrete.
- ✓ Clean the gutters.
- ✓ Trim up the trees and bushes away from the roof and windows.
- ✓ Clean up the flower beds.
- ✓ Cut the lawn and trim the edges.

Now, that you have it cleaned up, take a good look to see what can be improved.

- ✓ Touch up any chipping paint on exterior and trim.
- ✓ Paint the front door a fresh color.
- ✓ Add spots of color with seasonal flowers.
- ✓ Spread new mulch in the flower beds so it has that fresh look.
- ✓ Add interest to entry around the front door, make it welcoming.
- ✓ Replace any broken fencing or railings.

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Part 1. Curb Appeal

Staging the Outdoors

Your outdoor living spaces need to create a sense of serenity, an outdoor oasis. Stage conversation areas such as a place to sit and enjoy the morning coffee or a great patio seating area for family dinners. The backyard should be a place to relax, enjoy family, and entertain. Kid-friendly areas need to be in good repair, tidy, and inviting.

Pools can be a positive and a negative. If you have a pool, make sure you pay special attention to maintenance, cleanliness, and seating. The idea is to show your potential buyers what a great outdoor space they will have to enjoy for any time of the day.

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Part 2.
Entry & Living Room

Staging The Entry Way

Now that you've wowed them with the curb appeal and spotless exterior, it's important to keep that great first impression going with an awesome entry. As they open the front door and enter the home, you want them to feel welcome. There are several ways you can enhance the experience and maintain the excitement to see the rest of the home.

The "entry" includes those areas people see when they first approach the front door and then open it. This is where you set the mood for the rest of the viewing.

Keep the entryway open and free of clutter. Minimal furniture well positioned will give them an obstacle free entry that doesn't feel crowded.

Pay close attention to the coat closet too, as they always open the closet! Having the appearance of plenty of storage starts here.

The entry should have a purpose. Stage it in a way that tells the story of how they can use this area to welcome guests.

Make sure it is well lit and bright. Add a fresh vase of flowers that give a warm and inviting feeling to visitors.

Replace any old, worn welcome mats outside and add a new area rug inside.

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Part 2.
Entry & Living Room

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Staging The Living Room.

Everyone spends a lot of time in their living or family room areas, especially when they have children. It's also usually an entertainment area of the home, including a TV. When they walk through the living area, they should be able to envision spending family time and entertaining friends. Stage this room with this in mind.

De-personalize this room of family portraits and other family memorabilia. You want them to visualize it as their space, not yours.

Arrange the furniture in a pattern that encourages conversation, while facilitating entertainment times. You can play with different furniture arrangements until you get the best fit. When arranging, keep an easy traffic flow so that it feels open and roomy.

Freshen the walls with paint if necessary. Neutral tones are preferable so that any color scheme of a new owner can be accommodated. There are plenty of warm colors that will neutralize the space, while also adding visual interest. These include the softer shades of green, blue and brown.

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Part 2.
Entry & Living Room

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Staging The Living Room.

If the furniture is a bit worn you might consider renting furniture, or using slip covers as a low-cost way to enhance the appearance of your couch and chairs. Slip covers can also help you neutralize overly bright or "loud" fabric colors.

Now use color with accent pieces, such as pillows and rugs. Color-coordinate these items for a professional and "put together" appearance.

If you have a mantle, make sure it's decluttered with just a couple well -placed items so the mantle and fireplace is the focal point of the room. If the TV is too large, it can distract from the fireplace as a feature of the home. Replace it with a smaller, less obvious TV. You want the fireplace to be the star of the room.

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Part 2.
Entry & Living Room

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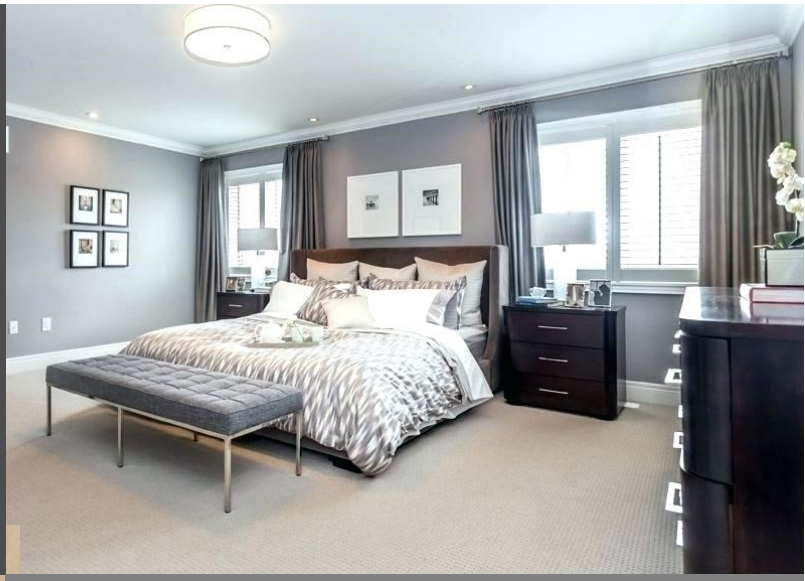
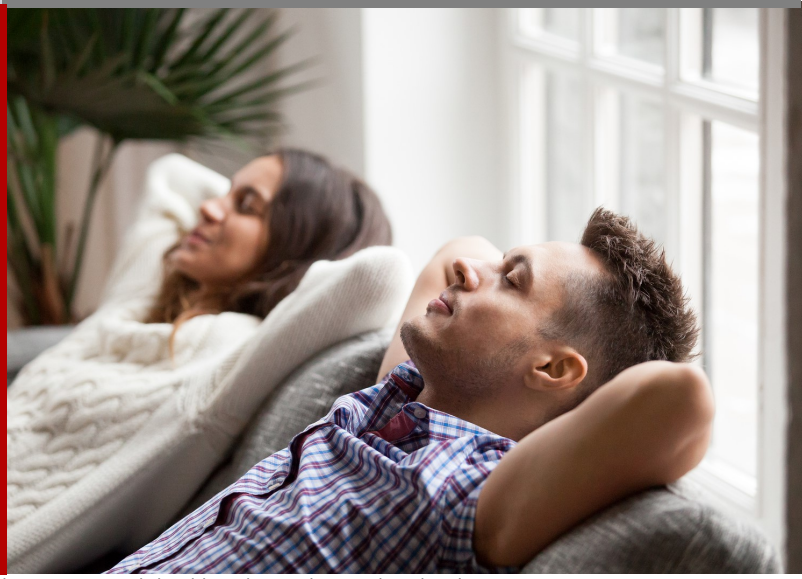
Staging The Living Room.

Replace any heavy drapery with lighter sheers, optimizing the natural light flowing into the room. If you have blinds, make sure they are clean and replace them if bent or broken. Placing curtains wider then the window make the windows seem wider. Hanging sheers from the ceiling to the floor can draw the eye up, giving the room a feeling of taller ceiling height.



Keep the buyer in mind. People want a living space that feels open and inviting. Keeping the room airy and bright can set the scene. Well arranged furniture for the best possible flow can demonstrate how the new owner can place their furnishings.

When people naturally want to sit down and spend time in the room, you've achieved your home-staging goals for the room!



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Part 3.
Kitchen and Dining

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The Kitchen

The kitchen is the heart of the home. They also have a huge influence on the resale value, so this is an area you really want to kick it in high gear. Folks spend a lot of time in the kitchen, often entertain there, and some see themselves as a home chef. You can't please everyone, but making this room sparkle is the utmost importance. You need to wow the potential buyers.

Put extra time into this space decluttering and thoroughly cleaning.

- ✓ The counters are obvious. Counters should be free of small appliances and food items. Find a home for everything, behind doors. So when you stage this area of your home, be merciless about removing all unnecessary items, including the coffee pot.
- ✓ Purge your cabinets and drawers. Put anything you haven't used in 30 days into a box. If you don't get it back out, then it probably can be tossed or donated. Holiday or party ware should be boxed up and stored. The cabinets and drawers should be neat, orderly, clean and appear as though there is a lot of room for a new buyers belongings.
- ✓ Pay particular attention to the sink and faucets. They should be clean and sparkling.
- ✓ Appliances should be spotless inside and out. Replace any old or broken appliances. It's a smart decision to purchase new, especially, the appliances that are built in and will be included in the purchase contract.

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Part 3.
Kitchen and Dining

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- ✓ Make sure all of the lights work, replacing any burnt out bulbs.
- ✓ Pay attention to the windows. Keep curtains light and airy, letting the natural light flow in. Add supplemental lighting if there are any dark areas. Recessed lighting around the edges can be inexpensive and easy to install.
- ✓ Consider making upgrades. Adding a fashionable, neutral backsplash can make a big impact even if a remodel is off the table. If the cabinets are in good shape and clean, you might paint them or re-stain them. Replacing the knobs with a more modern look can make a huge difference.
- ✓ Replace the faucets if needed. Don't spare the expense on a high-end kitchen faucet.
- ✓ Look at your lighting. Make sure they are clean, in working order. If you have pendant lighting, clean the globes or replace if necessary.
- ✓ Upgrading kitchen lights, fixtures, knobs and pulls, can make the entire space appear more modern while not costing the bank.
- ✓ If you have breakfast bar, or eat-in kitchen, set the table! You want to highlight the feature of having these alternatives for daily meals.

Remember, people spend a lot of time in their kitchens, and they play a big role into the function of the home as well as the home value.

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Staging the Eating Areas and Dining Room

Eating areas in the kitchen should already be addressed in your staging activity. Setting the breakfast bar should appear as a casual area to have a casual meal. An eat -in kitchen table can be staged to show a more intimate dining experience. Now, move into the formal dining room. It's just that, a formal place to have a meal with family and friends. It is also where you entertain or celebrate events. So make sure you stage it to stage it to tell that story.

Staging a formal dining room means decluttering, depersonalizing, and cleaning just like the rest of the home. But, this is a place where you should demonstrate the maximum number that can be seated comfortably.

- ✓ The furniture should be well-placed, and minimal to keep it open and accessible. If your table is too large, it will make the room feel small. If the table is too small, it will make the room seem underutilized.
- ✓ Add a buffet for serving with a couple of decorative items adding splashes of color.
- ✓ Keep the room neutral but not boring.
- ✓ Address window coverings and lighting. Cleaning is primary, but replace anything that prohibits the natural light and brightness of the room.
- ✓ This room is one where adding a dimmer switch for mood lighting might be a nice feature to have as well.

As potential buyers walk through the dining room, they should envision their family dinners, holiday meals, or entertaining friends. Keep that in mind as you add your staging touches.

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Part 4. Bathrooms

Staging the Bathrooms with Luxury and Function

Just like kitchens, bathrooms with the appearance of needing remodeling or upgrading can cause blinding dollar signs in the eyes of potential buyers.

This is another area you need to spend extra time cleaning, organizing, and decluttering. Purge anything that is out of date, get rid of old makeup, dump those bottles of lotions and potions you haven't used in years.

Like the kitchen, there are several quick upgrades you can do if needed, such as new fixtures, update the lighting, replace window coverings, and rugs should be replaced. Take a look at the mirror, and if it needs refreshing, there are several DIY tricks you can do to make it more trendy.

If you have any brass trim or fixtures from the 80s, spend a little extra to rid your bathroom of that outdated look. If you have brass trimmed sliding glass doors on the tub, just remove them and replace it with high -end layered shower curtain. It's a cheap fix, but will add value.

Bathrooms should be functional first of all. You may want to re-caulk the sink, tub, and around the bottom of the toilet. Make sure everything works. If you have a linen closet, purge old ratty towels, declutter and organize it. Clean out and organize all the cabinets, drawers, and shelves. You don't want a potential buyer to be turned off by a drawer filled with hair or a soap dish full of soap scum.

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Part 4. Bathrooms

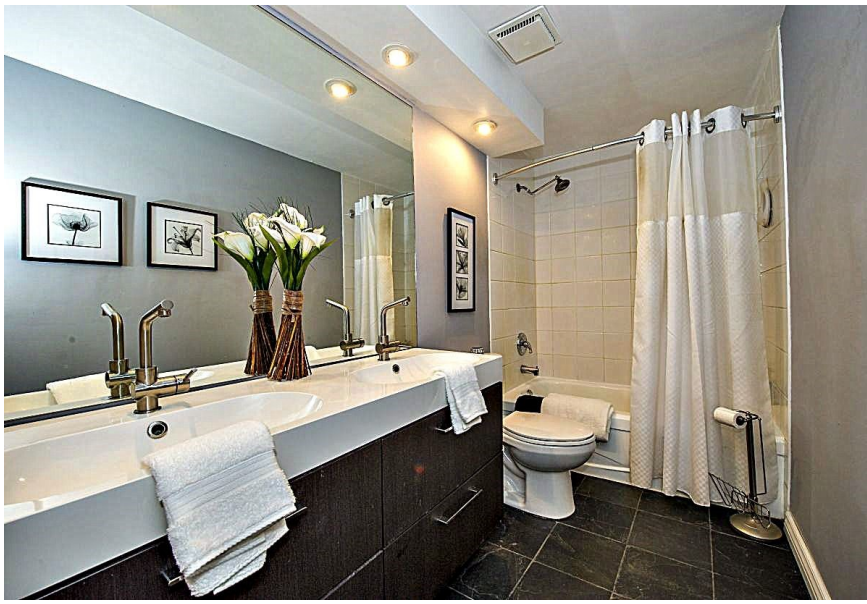
Staging the Bathrooms with Luxury and Function

Now that you have addressed the functionality, look around the powder room and master bath to see what luxury touches you can add. Luxurious towels, rugs, and toiletries are a great way to spend a little to add that extra touch. Don't forget to address the window coverings!

Use calming colors in your palette. Neutrals coupled with soothing green tea colors, or light blues create a relaxing effect. Potential buyers will remember a bathroom with spa-like luxury.

In the "main" bath that the rest of the family uses daily, make sure it sparkles as well. Keeping this room neutral, clean, and decluttered is important. Update fixtures, lighting, and add guest towels. You don't want this bathroom to be filled with themed rubber ducky shower curtains and bathtub toys!

Fresh flower arrangements do a lot for a bathroom, they add color, make it look special and smell great.



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Part 5. Bedrooms and Closets

Staging the Bedrooms for Comfort

Bedrooms are were we go to relax, rest and sleep. They should look comfortably inviting and spacious. Home staging in the bedrooms mainly consists of cleaning, painting, furniture arrangement, window coverings, décor, depersonalizing, and closet purging. These rooms should be neutral with spots of color in the décor. The size of the bed should be relative to the size of the room that allows it to still remain spacious.

Your mantra is to keep it "neutral, comfortable and spacious" when you stage your bedrooms for buyers. Keep those words in mind during your staging process, and you will be in good shape.

Using soft, neutral color schemes like earth tones are safe colors that will appeal to the majority.

Invest in new bed linens. You can make a bedroom look high-end and luxurious with new bedding and you can take it all with you. Keeping the furniture minimal such as a bed, dresser and a couple of small items will make the room feel larger and spacious, even if it's a small extra bedroom.

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Part 5. Bedrooms and Closets

Staging the Closets for Space

Keeping the furniture minimal such as a bed, dresser and a couple of small items will make the room feel larger and spacious, even if it's a small extra bedroom.

Pack up the majority of your clothes from the closets and pack them up. You can put them in storage, and be better prepared for your move. This will make your closets appear larger and more spacious. Closets are another area where you can make a big impact with a small budget. Consider installing closet organizers if you don't have them already. Every buyer will be impressed with organization and closets of their dreams!

When you are done, you should get the feeling of tranquility and comfort. If you do, then the potential buyers will too.

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Part 6. Garage and Laundry

Staging the Garage for Organization

Garages are usually overlooked in home staging, unless the home is already vacant! For women, the bedrooms and bathrooms are their sanctuary. For men, it's the entertainment area and the garage. So this area needs to have your full attention.

Now, if you've stashed everything you've purged from the home in the garage, think again! Don't try to save money here. Get a storage unit and clean it out. The only things that should be left in the garage when selling the home are the tools that you will use immediately, and your cars.

Clean the flooring, especially if it is concrete. A meticulous garage tells the potential buyers that the rest of the home was maintained meticulously as well.

A garage should be a place to park cars, and perhaps a tool bench where the home tinker can have a place to work. Organizing systems for yard tools, bikes, sports equipment and the like, should still make the garage feel spacious and a place to park a car.

Staging the Laundry Room for Freshness

The laundry room needs to have a little TLC along with the rest of the home. Clean, declutter, and make it smell fresh. If you have cabinets, keep the laundry soap and dryer sheets out of sight. Laundry baskets should be kept empty and tucked away.

Keep it simple, tidy, clean and smelling fresh, and you'll have this room done in no time.

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Why Choose a Keller Williams Agent?

In our experience, a home isn't a dream home because of its room dimensions. It's about how you feel when you walk through the front door—the way you can instantly envision your life unfolding there.

This is about more than real estate. It's about your life and your dreams. It's important that the agent you choose to guide you through this journey is your trusted expert and advocate.

What's different about a Keller Williams agent?

Knowledge: Keller Williams agents stay ahead of trends, tools and topics in the real estate industry through their access to Keller Williams University. The comprehensive industry-leading training curriculum prepares our agents to serve you at the highest level.

Teamwork: Unlike other real estate companies, Keller Williams Realty was designed to reward agents for working together. At our core, we believe that we are all more successful if we strive towards a common goal, rather than our individual interests. And, that goal is to serve you, our client, at the highest level possible.

Reliability: Keller Williams Realty was founded on the principles of trust and honesty, emphasizing the importance of having the integrity to do the right thing and always putting your needs first. Our agents realize that their success is ultimately determined by the legacy we leave with each client we serve.

Speed: Leading-edge technology solutions accelerate our associates' efficiency and productivity.

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